

**Abstract of the Disclosure**

Disclosed is a system and method that dynamically selects a displayed version of a program from a plurality of broadcast versions. A receiving unit processes a broadcast signal containing a plurality of versions of a program and one version of said plurality of versions is selected. Version selection may reflect stored preference information or information entered through an input device such as remote control or mouse. Broadcast of programs with multiple versions may employ scheduling of programs such that multiple versions of two or more programs do not exceed the number of available channels, or to limit the number of channels required to a specified number. Advertising 5 may be scheduled to delay presentation of a program to limit the number of channels required. Advertising may also be selected employing viewer preference information. The versions made available to viewers may reflect viewer requests, broadcast system 10 capabilities, and revenue generated.

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